

MINUTES of the **Promotions Committee** Meeting held on Thursday 8 February 2018 at 10:00 a.m. in the Shire House Suite, Shire House, Bodmin.

PRESENT: Chairman, Councillor P L G Skea; together with Councillors E M Ahearn, J A Bassett, P Brown, D A Henderson and K J Phillips. Councillors A M Kerridge and K W Stubbs were also present but did not vote, not being Members of this Committee.

IN ATTENDANCE: Mrs Sarah Sims (Bodmin Community Lnk Officer, Cornwall Council), Mrs Hannah Irwin (Visitor, Events and Marketing Manager, Bodmin & Wenford Steam Railway), Mr S Facer (Town Clerk), Mrs W Wright (Information Officer) and Miss L Hancock (Executive Assistant)

CHAIRMAN'S ANNOUNCEMENTS & APOLOGIES: There were no announcements and apologies had been received from Councillors J Gammon, J R Gibbs and S H Kinsman.

PR/2018/001 **Declarations of Interest**

There were no Declarations of Interest made.

PR/2018/002 **Public Representation Session**

A member of the public was present at the meeting and wished to address the Council with regards to the work of the charity 'Welcome Home'. It was explained that it is a short term funded project supported by volunteers to try and ease the bed blocking crisis by assisting elderly people when returning home from hospital by helping them settle in, reassuring and helping with everyday tasks such as shopping trips.

It was emphasised that the project is extremely short of volunteers and pleaded anyone who could donate their time to help to do so.

Councillor E M Ahearn enquired whether DBS checks are required for volunteers, and if so, who pays for them to be carried out.

It was advised that Volunteer Cornwall is responsible for carrying out the DBS checks.

Councillor A M Kerridge commented that whilst she is extremely supportive of this volunteering initiative, the situation is a result of lack of funding for care provision which is extremely frustrating.

Councillor K J Phillips asked for further details as she may be able to assist with promoting it at the next Volunteer Networking Event. The member of the public endorsed the view that a community hub within the town would be extremely beneficial and considered that the Shire Hall would be an excellent location for this purpose due to its central location.

The Chairman thanked the member of the public for addressing the Council and considered it was an excellent project. He requested that the Council is provided with any leaflets or paperwork so that BTC can promote it further, via the website or Facebook page.

Councillor K J Phillips advised that she would be looking to arrange a further Volunteer Engagement Event in the near future and she would be pleased to raise this issue at the next meeting.

Councillor P Brown enquired whether Welcome Home receives any funding from the NHS.

The member of the public advised that Welcome Home was a funded pilot project organised by the Red Cross.

The member of the public also wished to address the Council with reference to the work of the Bodmin Tidy it Team. She reported that they had recently undertaken a great deal of work to carry out weeding and cleaning of signage on the main routes into the town and commented that during their rounds they had noticed that the signage on the Mount Folly was in need of repainting and repair and she enquired whether BTC were intending to revisit the updating of the signage on Mount Folly and if so, she would be happy to assist with this.

The Chairman thanked the member of the public for attending and for the work that the Bodmin Tidy It Team had undertaken. He further advised that the issues relating to the signage on Mount Folly would be addressed as soon as practicable and was an item for discussion later on the agenda.

PR/2018/003 **Minutes of the Promotions Committee Meeting held on Thursday 7 December 2017**

Copies of these Minutes had been circulated with the Agenda, had been through Council and were acknowledged as a true record.

PR/2018/004 **Correspondence:**

- a) **Taking Bodmin to the NEC – update from Mrs Hannah Irwin, Visitor, Events & Marketing Manager, Bodmin & Wenford Railway** – Mrs Hannah Irwin was in attendance and explained that Bodmin Jail had instigated an initiative for promoting Bodmin, with assistance from Mary Godwin from the Cornwall Regimental Museum and they had managed to secure funding from the Cornwall Museums Partnership.

Mrs Irwin advised that plans were well underway for the NEC event with the design of visual materials currently being worked on along with print literature. With assistance from Mark Talbot from the Digital Design FDA Course at Bodmin College, some students were currently working on graphic illustrations which would be used as part of the brand design.

Mrs Irwin added that this example of partnership working would be a fantastic positive news story for Bodmin and would be covered in the local press, with additional support from Visit Cornwall and Cornwall 365.

Councillor K J Phillips congratulated Mrs Irwin and the team for all their hard work.

The Town Clerk also thanked the team for all their work and considered that any opportunity to market the town as a destination for visitors or locals should be embraced and wondered whether the brand material once designed and agreed could be displayed in the town following its appearance at the NEC, as that would assist with more localised messages about the town's offer and brand.

Mrs Irwin advised that they are keen to identify any opportunities for marketing during local community events.

Councillor K J Phillips commented that Bodmin Jail had referred to a joint ticketing opportunity for attractions within Bodmin. Mrs Irwin advised that she was aware of this but that more work needed to be done to work through the practicalities around any reciprocal arrangement.

b) Cornwall Council changes to car parking charges – a copy of this email was circulated with the Agenda.

The Town Clerk advised that this information included proposals for new charging schemes in Cornwall Council Car Parks.

Councillor J A Bassett enquired whether Cornwall Council's Car Parks currently operate a 'pay and go system'. The Town Clerk confirmed there is currently a system in place whereby users can operate a telephone based system to make payments.

Councillor P Brown queried the current arrangements in place for the parking bays adjacent to St Petroc's Church on Priory Road. Some discussion then ensued and the Town Clerk informed that the last information that he had was options around legal work to amend the Traffic Regulation Order (TRO) to enable use of these spaces as disabled parking bays and loading/unloading bays to be able to accommodate funerals or weddings taking place at the Church.

c) Any other important item of correspondence which the Chairman considers appropriate - There were no other items of correspondence.

PR/2018/005 **Town Centre Signage – update and discussion with Sarah Sims (Community Link Officer, Cornwall Council);**

Mrs Sims explained that the work being undertaken by Mrs Irwin and the team had been a great catalyst to move forward with the new signage and rebranding of Bodmin as a whole.

Mrs Sims advised that the first area being focused on was the Scarlett's Well entrance into the town. She explained that the information board would be redesigned, with the Camel Trail Partnership being consulted regarding the details, images and maps to be included. It was anticipated that a mock up of the new information board would be brought to the next Place Shaping Meeting which was scheduled to take place on 1 March 2018 and subject to approval, it would then be installed in readiness for the Summer 2018 season.

Mrs Sims reported that there were three other sites identified for new signage:

- Mount Folly;
- Lanhydrock; and
- Boscarne Junction

Councillor D A Henderson considered that it was important to ensure continuity in terms of design and branding, in line with the NEC branding exercise.

Mrs Sims advised that they would be working to support the Bodmin brand logo

and some examples would be brought back to a future Promotions Committee Meeting and it was anticipated that the website would also be included in this branding.

Councillor K J Phillips enquired whether the Website Working Party could be assisted by Mrs Irwin with reference to the rebranding to ensure everything ties in with the town signage and it was confirmed that any new signage would be redesigned in line with the new branding.

Councillor P Brown considered that the design and installation of the signage was too late in light of the huge disruption to the town and commented that it was a sad reflection on BTC and Cornwall Council.

Mrs Sims commented that she could understand the Council's frustrations however she felt that the end product will be stronger due to the partnership work with the 'taking Bodmin to the NEC', which was currently ongoing and which was not in place at the time of the road works.

The Chairman thanked Mrs Sims for attending and for all her work associated with the new signage and rebranding of the town.

PR/2018/006 **Report on Chamber of Commerce meeting held 30 January 2018**

Councillor K J Phillips advised that the meeting on 30 January 2018 had been extremely positive with approximately 30 to 40 business represented. In summary, there is a desire to reinstate the Chamber of Commerce and there are a number of keen individuals involved.

Councillor Phillips reported that the Former Chair of the Chamber of Commerce, had offered use of a room at the Jail for the next meeting of the Steering Group. She advised that in the meantime, a further meeting would be held in late February or early March and requested use of the Shire House Suite for this purpose.

Councillor J A Bassett advised that there would be a Bodmin Business Breakfast Meeting taking place on Tuesday 6 March 2018 and suggested that it might be appropriate for representatives of the Steering Group to attend and put forward the aspirations of the group.

Councillor K W Stubbs expressed his concern regarding the free use of the Shire House Suite and considered there had been a number of sessions given free of charge in recent months.

The Town Clerk advised that the Council had previously discussed this matter and it had been agreed that BTC should assist the reinvigoration of this important group by providing a place for them to convene and considered that a further free use would be in the spirit of that decision.

PR/2018/007 **Bodmin Information Centre**

The Chairman welcomed back the Information Officer following her return from Maternity Leave.

The Information Officer's report was circulated with the Agenda and was noted.

PR/2018/008 **Future plans for volunteer engagement**

Councillor K J Phillips reported that following the success of the Volunteer Networking Event held on 30 November 2017 she was working to arrange another event during March/April 2018

Councillor Phillips requested that details of all volunteer and community groups are included on the new website when it is created.

Mrs Irwin advised that the Bodmin & Wenford Railway and Cornwall Regimental Museum would be holding their open day and recruitment events on Saturday 24 March 2018. She suggested that it might be appropriate to showcase the new Bodmin branding material at the next Volunteer Networking Event.

PR/2018/009 **St Piran's Day – 5 March 2018**

The Town Clerk reported that event planning and preparations were well underway for the St Piran's Day celebrations on 5 March 2018. The road closure of Fore Street will run from 10.00 a.m. until 12 noon and the parade will commence from the top of Fore Street (adjacent to the former Barley Sheaf Public House), processing down to the Mount Folly.

The Town Clerk advised that as in previous years, numbers were expected to be in the region of 450 children taking part, primarily from local primary schools.

Councillor A M Kerridge commented that she would be present at the event and would be happy to assist with any tasks as required.

Mrs Irwin suggested that Cornwall 365 were currently preparing a double page feature relating to Bodmin and she would provide them with information relating to the St Piran's Day celebrations for inclusion in this piece. The Town Clerk advised that he could forward any request for material on to the Chairman of the Bodmin Joint St. Piran Committee so that he could respond direct.

PR/2018/010 **Community Award Scheme Criteria**

Councillor K J Phillips advised that she had circulated the criteria for the Community Award Scheme to all Members for consideration. She considered that the Criteria would need to be approved by Full Council on 22 March 2018 before it could be publicised for nominations to be submitted.

Councillor K W Stubbs commented that the Honoured Citizenship Award was already in operation and therefore he could not see the need for this separate scheme.

Councillor Phillips responded and advised that the existing scheme is based on the decision of BTC Members rather than being nominated and voted on by the electorate.

Councillor A M Kerridge suggested that the criteria be amended to include 'active for at least five years' as this seemed a good threshold and it would set these volunteers apart from a number of people who might only volunteer for one or two years.

Following discussion, it was **AGREED to RECOMMEND** that the draft criteria for the Community Award Criteria be presented to Full Council on 22 March 2018 and subject to approval, the Scheme could then be launched at the next Volunteer Networking Event.

PR/2018/011 **Council Website**

The Town Clerk confirmed that the Website Working Party was comprised of the following Councillors:

A J Coppin;
L L Frost;
J Gammon;
K J Phillips; and
P L G Skea

He advised that the first stage would be a conference call to Rokk Media to begin progressing work on the development of the website. From recollection, the Town Clerk advised that Rokk would require an initial payment before starting work and that was being explored by the Information Officer. The Town Clerk advised that a Working Party meeting would be arranged once a route forward had been discussed with Rokk.

The Chairman requested that a meeting of the Website Working Party be arranged as soon as possible.

PR/2018/012 **Hanging baskets and town floral displays**

Councillor K J Phillips advised that she had been working with the Honey Street Traders to facilitate this project for some time. It had previously been agreed that Cornwall Council would assist with the provision of the baskets and the BTC Parks Team would water them throughout the season.

Mrs Sims reported that during a Place Shaping meeting in May 2017, Nigel Blackler from Cornwall Council had offered to provide funding for the purchase of the hanging baskets and it was important that this funding be allocated before the end of this financial year. She further advised the intoBodmin were happy to assist with facilitating this project as there was some question over whether the Honey Street Traders were a constituted group and therefore qualified as part of the Cornwall Council grant criteria.

Mrs Sims added that Cormac have assessed the existing hanging basket poles and confirmed they are safe.

Councillor A M Kerridge considered that this item illustrates how complicated things can become and that lessons can be learnt for the future.

Councillor K J Phillips commented that she was representing the people of the town and attempting to improve an area which could be brightened up.

The Town Clerk explained that BTC saw the hanging basket project as a good opportunity for partnership working as traders could acquire the baskets and the Council would water on a without prejudice basis. However, the Town Clerk reminded Members that Council had received representations from the public around the public purse not picking up costs on behalf of private business. The Town Clerk cited the CCTV as an example where the public had commented that town centre traders benefit but do not financially support the system. The Town Clerk agreed that hanging baskets would brighten up this part of Bodmin and if it was Council's wish, BTC could step in to obtain the baskets and to carry out works this year to achieve a floral presence in Honey Street.

Councillor K J Phillips advised that the Honey Street Traders had been very

willing to prepare and install the hanging baskets themselves, however due to the main driver behind the project becoming unwell, the route of the project had changed.

PR/2018/013 **Freedom Parade 2019**

The Town Clerk advised that he had liaised with Major Jenkin regarding the proposed Freedom Event for October 2018. He reported that Major Jenkin is happy to move to a date in June or July 2019.

The Town Clerk highlighted that an event in June or July would be preferable to organising an additional event in tandem with the RAF 100 in September and Remembrance in November 2018 and that a summer 2019 date might be better from the town's perspective.

Further information regarding details of this event would be reported to a future Promotions Committee Meeting.

Due to the confidential nature of the next business, it was **RESOLVED** to go into Committee. Please see separate page.